To: DDA:MSMAIL=RJRWS/WSEXCH/JOYNERG; O=RJREM; P=WSX400; A=RJR; C=US
DDA:MSMAIL=RJRWS/WSEXCH/WILLARY; O=RJREM; P=WSX400; A=RJR; C=US
From: McHugh, Michael
Posted: 1/9/98 14:42
Opened: 1/9/98 16:40
Subject: Updated Salem AIM info

Updated through w/e 12/13/97.

CC: Kuruc, Nick, Moulton, G, Evanchik, A E., Wolfe, Laney, Mallardi, J, Groll, A P., Perez, F J., Maney, F, Richards, M, Mitchell, Greg, Grossberg, S, Dibenedetto, Charles A., Gambardella, Mark R., Brown, Greg, Guaneri, James, Figueroa, David A., Orourke, Rory, 1200 - New York Region (SCULLYA), Klein, John F., Alese, Louann F.
DDA:MSMAIL=RJRWS/WSEXCH/FITZGED; O=RJREM; P=WSX400; A=RJR; C=US

51851 5108

Source: https://www.industrydocuments.ucsf.edu/docs/fhvy0000

Nassau

Brand Style	Base Period	Pipeline	Post DTS						Base vs. Test		
Volume in Cartons	13 wk avg 6/29/97 - 9/27/97	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	0	102	305	431	422	1740	1380	1201	0	913	913
Lt Sld Box	0	254	435	388	322	763	647	537	0	515	515
FF 100 Box	0	416	463	291	204	339	221	149	0	278	278
Lt 100 Box	76	333	382	260	275	299	285	208	76	285	209
King	1525	1424	1213	1046	1175	1061	1051	1166	1525	1119	-406
100	1008	740	804	600	776	693	647	787	1008	718	-290
Lt King	2118	1638	1502	1439	1471	1222	1490	1495	2118	1437	-682
Lt 100	1326	1025	1078	952	974	839	916	1122	1326	980	-346
Slim	685	596	630	507	556	553	532	612	685	565	-120
Ul King	892	743	725	741	755	583	722	736	892	710	-181
Ul 100	842	704	660	653	768	640	677	710	842	685	-157
Gold	25	19	26	20	38	1	14	11	25	18	-7
Pref 100	57	48	36	26	38	27	27	86	57	40	-17
Pref Lt 100	160	131	131	115	90	108	122	155	160	120	-40
Tot Salem	8714	8173	8390	7469	7864	8868	8731	8975	8714	8383	-331
Salem SOM	2.91%	3.21%	3.23%	3.06%	3.07%	4.01%	3.65%	3.46%	2.91%	3.40%	0.49%
Industry Vol	299751	254961	259784	244128	256552	221213	239281	259164	299751	246687	-53064

51851 5109

Source: Division Level AIM 185 Reports

Revised: 1/9/98

Source: https://www.industrydocuments.ucsf.edu/docs/fhvy0000

Brand Style	Base Period	Pipeline	Post DTS						Base vs. Test		
Volume in Cartons	13 wk avg 6/29/97 - 9/27/97	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	0	62	91	66	391	353	349	457	0	285	285
Lt Sld Box	0	81	121	58	332	203	237	221	0	195	195
FF 100 Box	0	103	120	45	124	88	90	82	0	92	92
Lt 100 Box	7	93	82	37	216	112	127	209	7	131	123
King	873	816	895	657	693	639	717	664	873	711	-162
100	502	455	482	340	346	366	448	381	502	394	-109
Lt King	881	797	824	660	675	613	774	744	881	715	-166
Lt 100	532	485	469	430	326	389	467	437	532	420	-112
Slim	218	214	225	229	223	191	256	215	218	223	5
Ul King	289	275	279	250	256	235	273	262	289	259	-30
Ul 100	220	212	185	216	196	200	195	231	220	204	-16
Gold	6	5	2	3	2	3	9	0	6	3	-2
Pref 100	0	0	0	0	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	3529	3599	3775	2991	3780	3392	3942	3903	3529	3631	102
Salem SOM	3.12%	3.52%	3.72%	2.99%	3.99%	4.03%	3.88%	3.91%	3.12%	3.74%	0.62%
Industry Vol	113106	102156	101485	100125	94712	84087	101489	99906	113106	96967	-16139

51851 5110

Source: Division Level AIM 185 Reports

Revised: 1/9/98

Source: https://www.industrydocuments.ucsf.edu/docs/fhvy0000

Brand Style	Base Period	Pipeline	Post DTS						Base vs. Test		
Volume in Cartons	13 wk avg 6/29/97 - 9/27/97	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	0	106	136	379	276	316	526	356	0	332	332
Lt Sld Box	0	87	164	181	141	151	201	159	0	166	166
FF 100 Box	0	125	163	105	63	62	27	56	0	79	79
Lt 100 Box	11	90	150	98	52	54	52	70	11	79	69
King	1231	1085	1079	904	1252	961	937	1158	1231	1049	-183
100	700	574	632	476	652	569	561	637	700	588	-112
Lt King	1068	924	865	851	894	857	852	928	1068	875	-193
Lt 100	736	616	609	511	617	552	594	733	736	603	-134
Slim	262	247	317	289	303	226	208	285	262	271	9
Ul King	182	169	178	189	157	151	163	192	182	172	-10
Ul 100	183	170	164	166	176	170	152	200	183	171	-12
Gold	6	8	31	20	39	38	30	0	6	26	20
Pref 100	0	0	0	0	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	4380	4201	4488	4169	4622	4107	4303	4774	4380	4411	31
Salem SOM	3.33%	3.52%	3.57%	3.58%	3.83%	3.59%	3.44%	3.94%	3.33%	3.66%	0.32%
Industry Vol	131359	119503	125866	116530	120681	114468	125127	121020	131359	120615	-10743

51851 5111

Source: Division Level AIM 185 Reports

Revised: 1/9/98

Source: https://www.industrydocuments.ucsf.edu/docs/fhvy0000

Brand Style	Base Period	Pipeline	Post DTS						Base vs. Test		
Volume in Cartons	13 wk avg 6/29/97 - 9/27/97	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/6	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	0	296	220	329	352	677	1018	461	0	510	510
Lt Sld Box	0	338	322	285	413	435	483	332	0	378	378
FF 100 Box	0	218	274	238	134	158	173	150	0	188	188
Lt 100 Box	34	208	379	163	164	135	171	159	34	195	161
King	1620	1283	1270	1166	8497	1044	977	1104	1620	2343	723
100	894	711	675	668	778	613	543	748	894	671	-224
Lt King	1587	1245	1230	1115	1427	1022	899	1167	1587	1143	-443
Lt 100	974	840	697	699	924	677	603	837	974	740	-234
Slim	400	372	425	324	368	317	310	351	400	349	-51
Ul King	406	315	303	328	356	275	255	360	406	313	-93
Ul 100	381	323	330	305	416	288	314	388	381	340	-41
Gold	25	18	45	11	288	144	145	109	25	124	99
Pref 100	17	18	11	5	19	7	7	22	17	12	-5
Pref Lt 100	52	48	32	29	35	33	38	27	52	32	-20
Tot Salem	6390	6233	6213	5665	14171	5825	5936	6215	6390	7338	948
Salem SOM	3.36%	3.76%	3.76%	3.58%	7.66%	3.94%	3.82%	3.69%	3.36%	4.49%	1.13%
Industry Vol	190018	165926	165155	158053	185050	147716	155503	168625	190018	163350	-26667

Source: Division Level AIM 185 Reports

Revised: 1/9/98

Source: https://www.industrydocuments.ucsf.edu/docs/fhvy0000

Total

Brand Style	Base Period	Pipeline	Post DTS						Base vs. Test		
Volume in Cartons	13 wk avg 6/29/97 - 9/27/97	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/6	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	0	566	752	1205	1441	3086	3273	2475	0	2039	2039
Lt Sld Box	0	761	1042	912	1208	1552	1568	1249	0	1255	1255
FF 100 Box	0	862	1020	679	525	647	511	437	0	637	637
Lt 100 Box	128	724	993	558	707	600	635	646	128	690	562
King	5249	4608	4457	3773	11617	3705	3682	4092	5249	5221	-28
100	3105	2481	2593	2084	2552	2241	2199	2553	3105	2370	-734
Lt King	5654	4604	4421	4065	4467	3714	4015	4334	5654	4169	-1484
Lt 100	3569	2966	2853	2592	2841	2457	2580	3129	3569	2742	-827
Slim	1565	1429	1597	1349	1450	1287	1306	1463	1565	1409	-156
Ul King	1768	1502	1485	1508	1524	1244	1413	1550	1768	1454	-314
Ul 100	1626	1409	1339	1340	1556	1298	1338	1529	1626	1400	-226
Gold	62	50	104	54	367	186	198	120	62	172	109
Pref 100	74	66	47	31	57	34	34	108	74	52	-22
Pref Lt 100	213	179	163	144	125	141	160	182	213	153	-60
Tot Salem	23012	22206	22866	20294	30437	22192	22912	23867	23012	23761	749
Salem SOM	3.13%	3.46%	3.51%	3.28%	4.63%	3.91%	3.69%	3.68%	3.13%	3.79%	0.65%
Industry Vol	734233	642546	652290	618836	656995	567484	621400	648715	734233	627620	-106613

51851 5113

Source: Division Level AIM 185 Reports

Revised: 1/9/98

Source: https://www.industrydocuments.ucsf.edu/docs/fhvy0000

Nassau

December 10, 1997

Brand Style	Base Period	Pipeline (Not Included in Avg)					Post DTS		Base vs. Test		
Volume in Cartons	13 wk avg 6/29/97 - 9/27/97	w/e 10/4	w/e 10/11	w/e 10/18	w/e 10/25	w/e 11/1	w/e 11/8	w/e 11/15	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box							305	419	0	362	362
Lt Sld Box	0						435	370	0	403	403
FF 100 Box	0		4	712	648	716	463	284	0	374	374
Lt 100 Box	76	47	60	560	518	476	382	251	76	317	241
King	1525	1583	1877	1420	1241	994	1213	994	1525	1104	-422
100	1008	743	818	867	703	568	804	576	1008	690	-318
Lt King	2118	1616	1879	1822	1608	1255	1502	1373	2118	1438	-681
Lt 100	1326	967	1305	1166	1002	676	1078	900	1326	989	-337
Slim	685	577	630	580	565	617	630	486	685	558	-127
Ul King	892	749	773	762	690	734	725	721	892	723	-169
Ul 100	842	751	748	759	627	620	660	638	842	649	-193
Gold	25	33	23	15	12	12	26	20	25	23	-2
Pref 100	57	58	49	49	47	37	36	25	57	31	-27
Pref Lt 100	160	147	163	155	117	71	131	107	160	119	-41
Tot Salem	8714	7271	8329	8867	7778	6776	8390	7164	8714	7777	-937
Salem SOM	2.91%	2.82%	2.94%	3.48%	3.08%	3.02%	3.23%	3.01%	2.91%	3.13%	0.22%
Industry Vol	299751	257879	283341	254573	252478	224537	259784	237782	299751	248783	-50968

518SI SII4

Source: Division Level AIM 185 Reports

Revised: 12/8/97

Source: https://www.industrydocuments.ucsf.edu/docs/fhvy0000

SHIPMENTS
NY Intro Mkt
RJR Volume (000)

	3-Oct	10-Oct	17-Oct	24-Oct	31-Oct	7-Nov	14-Nov	21-Nov	28-Nov	5-Dec	Average Week Oct-97	Nov-97	3rd Qtr 1997	Cume 10/10 - 12/5	Diff
FF Sld Box	0	1164	426	510	180	402	2670	3540	111	306	500	1683	0	1035	1035
Lt Sld Box	0	1164	420	228	378	396	1050	1260	114	234	480	705	0	593	593
FF 100 Box	0	918	240	486	174	378	198	54	90	96	400	180	0	293	293
Lt 100 Box	24	876	270	420	108	198	366	84	102	120	379	1875	27	288	261
King	1152	1548	1542	1668	1248	1776	1452	1500	1332	1272	1457	1515	1685	1482	-203
100	780	804	828	888	816	888	804	1008	792	648	842	973	954	931	-123
Lt King	1404	1656	1524	1656	1524	1692	1428	1572	1308	1308	1584	1680	1779	1519	-260
Lt 100	816	984	972	1056	852	984	960	1008	876	744	968	957	1057	937	-120
Slim	372	504	396	456	492	588	420	420	456	432	468	471	465	463	-2
Ul King	534	450	456	486	486	420	456	522	390	432	472	447	499	455	-44
Ul 100	396	456	468	444	420	444	456	492	360	240	455	438	425	420	-5
Gold	6	6	0	0	6	0	0	0	0	6	4	0	15	2	-13
Pref 100	12	6	18	18	12	18	24	6	0	18	15	15	13	13	0
Pref Lt 100	42	36	36	42	18	24	18	54	36	48	36	33	42	35	-8
Tot Salem	5544	10572	7602	8358	6762	8208	10308	11514	5970	5904	8059	9000	6961	8355	1394
Salem SOM											3.66		3.00		
Industry Volume											220380		231821		

Note: Industry Volume Is Not Available For Weekly Data; Addtionally, November Industry Is Not Available Until January.

Source: https://www.industrydocuments.ucsf.edu/docs/fhvy0000

Nassau

Brand Style	13 wk avg 6/29/97 - 9/27/97	New Graphics begin to Retail Stores w/e 10/4	w/e 10/11	w/e 10/18	w/e 10/25	w/e 11/1	DTS Begins w/e 11/8	w/e 11/15	w/e 11/22	BASE prior to 11/3 DTS	WK AVG since 11/3/97	Diff
FF Sld Box		Aim Reporting Problem					305			0	305	305
Lt Sld Box	0	Aim Reporting Problem					435			0	435	435
FF 100 Box	0		4	712	648	716	463			347	463	116
Lt 100 Box	76	47	60	560	518	476	382			289	382	93
King	1525	1583	1877	1420	1241	994	1213			1440	1213	-227
100	1008	743	818	867	703	568	804			784	804	20
Lt King	2118	1616	1879	1822	1608	1255	1502			1716	1502	-214
Lt 100	1326	967	1305	1166	1002	676	1078			1074	1078	4
Slim	685	577	630	580	565	617	630			609	630	21
Ul King	892	749	773	762	690	734	725			767	725	-42
Ul 100	842	751	748	759	627	620	660			724	660	-64
Gold	25	33	23	15	12	12	26			20	26	6
Pref 100	57	58	49	49	47	37	36			50	36	-14
Pref Lt 100	160	147	163	155	117	71	131			136	131	-5
Tot Salem	**8714**	7271	8329	8867	7778	6776	8390			7956	8390	434
Salem SOM	**2.91%**	2.82%	2.94%	3.48%	3.08%	3.02%	3.23%					

518515116

Source: https://www.industrydocuments.ucsf.edu/docs/fhvy0000

Manhattan

Brand Style	13 wk avg 6/29/97 - 9/27/97	w/e 10/4	w/e 10/11	w/e 10/18	w/e 10/25	w/e 11/1	w/e 11/8	w/e 11/15	w/e 11/22	BASE prior to 11/3/97	WK AVG since 11/3/97	Diff
		New Graphics begin to Retail Stores					DTS Begins					
FF Sld Box	0	Aim Reporting Problem					91			0	91	**91**
Lt Sld Box	0	Aim Reporting Problem					121			0	121	**121**
FF 100 Box	0		36	121	161	150	120			78	120	**42**
Lt 100 Box	7	11	43	102	146	157	82			78	82	**4**
King	873	815	787	699	894	775	895			807	895	**88**
100	502	467	449	347	486	453	482			451	482	**31**
Lt King	881	825	754	717	838	767	824			797	824	**27**
Lt 100	532	469	403	441	518	472	469			473	469	**-4**
Slim	218	237	206	181	217	224	225			214	225	**11**
Ul King	289	279	280	262	240	283	279			272	279	**7**
Ul 100	220	210	227	192	195	202	185			208	185	**-23**
Gold	6	11	6	3	3	3	2			5	2	**-3**
Pref 100	0									0	0	**0**
Pref Lt 100	0									0	0	**0**
Tot Salem	3529	3324	3191	3065	3698	3486	3775			3382	3775	**393**
Salem SOM	**3.12%**	3.30%	3.00%	3.31%	3.51%	3.58%	**3.72%**					

51851 5117

Source: https://www.industrydocuments.ucsf.edu/docs/fhvy0000

Brooklyn

Brand Style	13 wk avg 6/29/97 - 9/27/97	New Graphics begin to Retail Stores w/e 10/4	w/e 10/11	w/e 10/18	w/e 10/25	w/e 11/1	DTS Begins w/e 11/8	w/e 11/15	w/e 11/22	BASE prior to 11/3/97	WK AVG since 11/3/97	Diff
FF Sld Box	0						136			0	136	**136**
Lt Sld Box	0						164			0	164	**164**
FF 100 Box	0		33	224	203	162	163			104	163	**59**
Lt 100 Box	11	4	41	180	137	94	150			78	150	**72**
King	1231	1253	1086	1181	922	946	1079			1103	1079	**-24**
100	700	640	570	601	557	490	632			593	632	**39**
Lt King	1068	1075	862	1001	861	798	865			944	865	**-79**
Lt 100	736	700	577	650	602	537	609			634	609	**-25**
Slim	262	234	249	282	243	219	317			248	317	**69**
Ul King	182	164	183	143	217	137	178			171	178	**7**
Ul 100	183	163	161	202	175	151	164			173	164	**-9**
Gold	6	7	9	7	8	11	31			8	31	**23**
Pref 100	0									0	0	**0**
Pref Lt 100	0									0	0	**0**
Tot Salem	**4380**	4240	3771	4471	3925	3545	4488			4055	4488	**433**
Salem SOM	**3.33%**	3.50%	3.21%	3.61%	3.36%	3.07%	**3.57%**					

518S1 S118

Source: https://www.industrydocuments.ucsf.edu/docs/fhvy0000

Queens

Brand Style	13 wk avg 6/29/97 - 9/27/97	w/e 10/4	w/e 10/11	w/e 10/18	w/e 10/25	w/e 11/1	w/e 11/8	w/e 11/15	w/e 11/22	BASE prior to 11/3/97	WK AVG since 11/3/97	Diff
		New Graphics begin to Retail Stores					**DTS Begins**					
FF Sld Box	0	Aim Data Problem					220			0	220	**220**
Lt Sld Box	0	Aim Data Problem					322			0	322	**322**
FF 100 Box	0		94	388	312	297	274			182	274	**92**
Lt 100 Box	34	16	43	423	266	298	379			180	379	**199**
King	1620	1409	1282	1149	1380	1150	1270			1332	1270	**-62**
100	894	731	734	581	820	672	675			739	675	**-64**
Lt King	1587	1320	1131	1194	1414	1150	1230			1299	1230	**-69**
Lt 100	974	834	785	729	1043	781	697			858	697	**-161**
Slim	400	385	371	353	342	391	425			374	425	**51**
Ul King	406	322	352	303	305	290	303			330	303	**-27**
Ul 100	381	321	348	299	310	323	330			330	330	**0**
Gold	25	12	34	8	9	25	45			19	45	**26**
Pref 100	17	20	18	13	18	20	11			18	11	**-7**
Pref Lt 100	52	46	63	45	38	50	32			49	32	**-17**
Tot Salem	**6390**	5416	5255	5485	6257	5447	6213			5708	6213	**505**
Salem SOM	**3.36%**	**3.27%**	2.92%	3.42%	3.74%	3.53%	**3.76%**					

51851 5119

Source: https://www.industrydocuments.ucsf.edu/docs/fhvy0000

Total

Brand Style	13 wk avg 6/29/97 - 9/27/97	New Graphs begin to Retail Stores w/e 10/4	w/e 10/11	w/e 10/18	w/e 10/25	w/e 11/1	DTS Begins w/e 11/8	w/e 11/15	w/e 11/22	WK AVG prior to 11/3/97	WK AVG since 11/3/97	Diff
FF Sld Box	**0**						752	0	0	0	752	**752**
Lt Sld Box	**0**						1042	0	0	0	1042	**1042**
FF 100 Box	**0**		167	1445	1324	1325	1020	0	0	710	1020	**310**
Lt 100 Box	**128**	78	187	1265	1067	1025	993	0	0	625	993	**368**
King	**5249**	5060	5032	4449	4437	3865	4457	0	0	4682	4457	**-225**
100	**3105**	2581	2571	2396	2566	2183	2593	0	0	2567	2593	**26**
Lt King	**5654**	4836	4626	4734	4721	3970	4421	0	0	4757	4421	**-336**
Lt 100	**3569**	2970	3070	2986	3165	2466	2853	0	0	3038	2853	**-185**
Slim	**1565**	1433	1456	1396	1367	1451	1597	0	0	1445	1597	**152**
Ul King	**1768**	1514	1588	1470	1452	1444	1485	0	0	1539	1485	**-54**
Ul 100	**1626**	1445	1484	1452	1307	1296	1339	0	0	1435	1339	**-96**
Gold	**62**	63	72	33	32	51	104	0	0	52	104	**52**
Pref 100	**74**	78	67	62	65	57	47	0	0	67	47	**-20**
Pref Lt 100	**213**	193	226	200	155	121	163	0	0	185	163	**-22**
Tot Salem	**23012**	20251	20546	21888	21658	19254	22866	0	0	21102	22866	**1764**

Salem SOM

518S1 S120

Source: https://www.industrydocuments.ucsf.edu/docs/fhvy0000